

Press Release:
Ismaning, June 28th, 2019

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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PERFORMANCE DAYS chooses fully sustainable pathway to the future

A clear commitment: Effective immediately, the PERFORMANCE FORUM will feature only sustainable fabrics

A "mega-topic" of our times and extremely important for the textile industry – that subject is sustainability. For the past several seasons, PERFORMANCE DAYS has chosen FOCUS TOPICS that are deeply involved with the advances in sustainability in the sports clothing sector. Now it's time for the next step: Effective immediately, the PERFORMANCE FORUM will only feature fabrics and accessories that have proven to be sustainable. Plus, the trade fair also has a second surprise to announce.

In making this innovative decision, **PERFORMANCE DAYS** once again lives up to its reputation as an absolute pioneer in terms of the currents and trends in the textile industry. The trade fair for functional fabrics and accessories for the sport and fashion sector has long been committed to sustainability. This is evidenced by several of the recent **FOCUS TOPICS**, which have included subjects like recycling, biodegradability, responsible use of water in textile production, and renewable functional materials such as wool. However, the decision to show only sustainable fabrics in the popular **PERFORMANCE FORUM** is a drumbeat for the future of the industry.

General Manager Marco Weichert said: "We at **PERFORMANCE DAYS** have always been known for pushing the boundaries. Our **FOCUS TOPIC** breaks new ground each season and is always ahead of its time and the developments in the sector. We aim to be not just trendsetters, but also to take our responsibility to the environment and our planet very seriously and want the trade fair to reflect that."

Marketing Manager Lena Weimer added: "We see it as our chance and our mission to promote sustainable development in the industry. In the past, especially with our **FOCUS TOPICS**, we were clearly able to stimulate our exhibitors to create new developments. So, with the requirement of a completely sustainable **PERFORMANCE FORUM**, we look forward to guiding fabric manufacturers in the right direction and inspiring yet more innovation. We have the leverage to make a difference in the entire value chain and our decision is not seen as a hurdle for our exhibitors, but as a motivation."

In establishing the first sustainable **PERFORMANCE FORUM**, the exhibition relies as always on great cooperation with the exhibitors. All participating partners will be extensively briefed on the requirements of the materials necessary for admission to the **PERFORMANCE FORUM**. The nine-member jury spends two days in meetings discussing in detail the sustainability aspects of every fabric to ensure that the best fabrics are selected for the trend area.

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Premiere of the new PERFORMANCE FORUM in November 2019

The Kickoff for the next PERFORMANCE DAYS with its PERFORMANCE FORUM takes place in Hall C1 of the Munich Exhibition Grounds (*Messe München*) on November 13-14th, 2019. Even the trade fair itself will be generally more sustainable: A comprehensive overall concept is designed to avoid unnecessary waste, for example, generated from disposable products.

The FOCUS TOPIC Wall features the topic of sustainability and highlights 24 of the most innovative sustainable fabrics, each accompanied by a comprehensive explanation.

The lecture and discussion series on the second day are exclusively and fully devoted to the topic of sustainability and for the first time in November, will appear in a new format!

First sustainability conference for the textile industry

Another surprise is waiting for visitors at the fair: **PERFORMANCE DAYS** is proud to announce, in cooperation with the trade media SAZSports&Fashion, the first International Sustainability Conference for the textile industry and, in particular, for the sportswear sector. On November 14th, in the **EXPERT TALKS AREA** of the exhibition hall, international guests illuminate all aspects of sustainability in an exciting and entertaining lecture and discussion series, introducing them to the audience of trade professionals. Ulrike Arlt, the editor-in-chief at SAZSports&Fashion moderates the conference which takes place annually in fall. The conference language, like the trade fair itself, is English.

Ulrike Arlt explains further: "Our magazine SAZSports&Fashion is known for its in-depth and comprehensive reporting on sustainability. Thanks to more than 20-years of experience in the sports textile branch, I am often asked by the industry to bring the topic of sustainability even closer to the public. I am pleased to have **PERFORMANCE DAYS**, the most important platform in the industry, as a partner in this effort. Only the well-informed can act in the interest of sustainability throughout all stages of the textile value chain. We see it as our job as a leading trade magazine to provide information, because education is the key to the best environmental awareness." Marco Weichert added: "We see ourselves as an absolute multiplier with our international audience; not only for the trends, but in education as well. The Sustainability Conference helps our exhibitors and us to comprehensively educate a broad international audience that includes representatives from the entire range – from pre-production to distribution."

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About PERFORMANCE DAYS

PERFORMANCE DAYS – the “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons, and zippers.

The industry experts who come to this fair – the designers, product managers, buyers, and decision-makers of almost every European active clothing and functional wear brand (see [Visitor List](#)) – will find a complete selection of high quality materials available at just the right time in April/May and October/November. These dates are intentionally scheduled early and are optimal for summer and winter sport and sportive fashion collections. A listing of current exhibitors is available online at “[Exhibitor List](#)” as well as all past trade fair catalogs at “[Catalogs](#).”

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from other fairs. That is one of the reasons why the Munich based Functional Fabric Fair, at the heart of the European sportswear industry, has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

The unique PERFORMANCE FORUM at PERFORMANCE DAYS gives visitors an inspiring and informed overview of the latest materials, trends, and innovations by the exhibitors. This is also where the [\(ECO\) PERFORMANCE AWARD](#) is presented.

Valuable [expert talks](#), [workshops](#), and [guided tours](#) round out the informative program. All lectures will be available online after the trade fair – see “[Presentations Library](#).”

Free entrance and admission to all events for industry visitors.

More information and online registration at: www.performancedays.com

About the Functional Fabric Fair powered by PERFORMANCE DAYS

As “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)” the trade fair has also been taking place in the US in cooperation with [Reed Exhibitions](#) since 2018. Located in the Javits Center in New York City, the sourcing fair exhibits the latest industry trends analogous to the event in Munich and is the platform in the USA for sourcing functional fabrics and accessories. The event includes exhibits, workshops, industry lectures, and a program for professional networking and networked manufacturers and buyers. **NEW: A second US Trade Fair in 2019 for the west coast in the Oregon Convention Center, Portland.**

July 22-23, 2019: New York, Javits Convention Center

Oct. 22-23, 2019: Portland, Oregon Convention Center